

Message Text

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INFO OCT-01 ARA-10 ISO-00 EB-05 RSC-01 /017 R

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R 102130Z SEP 73

FM SECSTATE WASHDC

TO AMCONSUL GUAYAQUIL

INFO AMEMBASSY QUITO

UNCLAS STATE 179466

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJ: TRADE PROMOTION FACILITIES

REF: GUAYAQUIL 915

1. COMMERCE/STATE APPRECIATE INTEREST AND EFFORTS CONGEN ESTABLISH RENOVATED FACILITIES FOR COMMERCIAL OPERATIONS AND INCREASED EMPHASIS TRADE PROMOTION. FACILITIES, HOWEVER, SHOULD NOT BEAR NAME "U.S. COMMERCIAL CENTER" OR SPANISH EQUIVALENT. AS CONGEN AWARE, COMMERCE OFFICIAL TRADE CENTERS LOCATED IN MEXICO CITY AND BUENOS AIRES. SIMILARITY IN NAMES COULD LEAD U.S. AND LOCAL BUSINESS COMMUNITIES TO BELIEVE A THIRD U.S. TRADE CENTER HAD BEEN OPENED IN LATIN AMERICA. RESULTING CONFUSION AMONG BUSINESSMEN WOULD CREATE MISLEADING IMAGE REGARDING MAGNITUDE AND NATURE SERVICES OFFERED YOUR FACILITIES.

2. ACCORDINGLY, IT IS SUGGESTED THE NEW OFFICES BE DESIGNATED "U.S. COMMERCIAL OFFICE" WITH SPANISH TITLE "OFICINA COMERCIAL DE LOS ESTADOS UNIDOS DE AMERICA" OR U.S. TRADE PROMOTION OFFICE" WITH SPANISH TITLE "OFICINA DE PROMOCION COMERCIAL DE LOS ESTADOS UNIDOS DE AMERICA." ASSUME COMMERCIAL LIBRARY ALSO LOCATED IN NEW OFFICES ALTHOUGH NOT SPECIFICALLY MENTIONED REFTEL.

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3. WOULD APPRECIATE CONFIRMATION CHANGE IN DESIGNATION NEW FACILITIES AND ADVICE AS TO LOCATION COMMERCIAL LIBRARY. ALSO, WOULD BE INTERESTING TO SEE SCHEDULE ANY FORMAL PROMOTIONS PLANNED IMMEDIATE FUTURE. RUSH

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